

Indiana's Injury Prevention Resource Guide: Strategic Communication Plan

Department of Communication Studies

IUPUI

**INDIANA UNIVERSITY
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Target Audience

- DCS employees
- DCS district managers

Objectives

- Provide DCS employees access to information regarding the benefits of using the guide
- Encourage adoption of the resource guide by the DCS employees

Key Benefit

- Improve relationship between DCS and foster/adoptive parents
- Make work more efficient
- Make resources more locally relevant, accessible, and convenient

Rationale

- The resource guide will provide a highly specified list of up-to-date resources unique to Indiana, giving DCS employees easy access to what they need, when they need it.

Message Concepts

- Help protect families served with better resources
- Make work more efficient with better resources

Channels

- Email
- Website
- Printed Flyers/Brochures

EDs

Target Audience

- All emergency department services in the state of Indiana
- Hospital administration

Objectives

- For EDs to take advantage of the injury prevention resource guide
- Assist in lowering trauma center visits
- Create a phasic system in which this information can be used in training and daily routines

Key Benefit

- The injury prevention resource guide includes a wealth of information
 - Access to information
 - Decrease time spent searching for resources
 - Teach the public about injury prevention

Rationale

- This comprehensive, condensed professional resource guide contains easily accessible information for ED personnel to reference for information and services for injury prevention.

Message Concepts

- “Your access to injury prevention”
 - Information for injury prevention for your trauma center
- “Injury prevention at your fingertips”
 - A complete guide to all your injury prevention needs

Channels

- Website
- Newsletters
- Tangible product
- Online work stations

Target Audience

- Members of the Injury Prevention Advisory Council

Objective

- Encourage IPAC members to reach out to members of professional networks
 - Share the resource guide with them and recommend that they pass it along

Key Benefit

- The collective and coordinated actions promoting the guide will lead to a reduction in injuries in Indiana.

Rationale

- Cross communication will provide exposure to a broader audience in support of what IPAC does in their issue-specific work to keep people safer.

Message Concepts

IPAC

- “We are in this together, help each other help make the work better”
- “The whole is more than the sum of its parts”

Channels

- Bi-weekly newsletter
- Email
- Website

Questions or Comments?

- For additional information, please contact
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